

Attachment 4: Membership Balance Plan

Membership Balance Plan for Department of Commerce Data Advisory Council

1. **Name:** Commerce Data Advisory Council
2. **Authority:** The Secretary of Commerce, having determined that it is in the public interest in connection with the performance of duties imposed by law on the Department of Commerce, and with the concurrence of the General Services Administration, hereby establishes within the Economics and Statistic Administration (ESA) the Commerce Data Advisory Council (C-DAC). The Secretary of Commerce establishes this discretionary committee in accordance with the provisions of the Federal Advisory Committee Act (FACA), as amended, 5. U.S.C. App.2.
3. **Mission/Function:** The mission of the Commerce Data Advisory Council (C-DAC) is to provide advice and recommendations on how to make Commerce data easier to find, access, use, and combine with other datasets. Disseminating Commerce data in this way will enable businesses to be more competitive, governments smarter, and citizens more informed – ultimately increasing the value the Department's data. The C-DAC will study and deliberate on a variety of subjects affecting the entire spectrum of Commerce data, to include:
 - Data management practices that make it easier to track and disseminate integrated, interoperable data for diverse users.
 - Best practices that can be deployed across Commerce to achieve common, open standards related to taxonomy, vocabulary, APIs, metadata, and other key data characteristics.
 - Policy issues that arise from expanding access to data, including issues related to privacy, latency, and consistency.
 - Opportunities and risks related to the combination of public and private data sources and the development of joint data products and services resulting from public-private partnerships.
 - External uses of Commerce data and similar federal, state, and private data sets by businesses.
 - Methods to enhance communication and collaboration between stakeholders and subject-matter experts at Commerce on data access and use.
4. **Points of View:**
 - (a) **Experts:** Members of the C-DAC will be prominent experts in the data industry with recognized expertise in collection, compilation, analysis, and dissemination. As privacy concerns span the entire data lifecycle, expertise in privacy protection also will be represented on the Council. We will select members that represent the entire spectrum of Commerce data including demographic, economic, scientific, environmental, patent, and geospatial data. We will select members from the information technology, business, non-

profit, academic communities, and state and local governments. Collectively, their knowledge will include all types of data Commerce distributes and the full lifecycle of data collection, compilation, analysis, and dissemination. The membership balance plan is not static and may change, depending on the needs of the Secretary and the work of the Council. On behalf of the Secretary, the Under Secretary for Economic Analysis will coordinate across the Department to:

- solicit proposals for members from knowledgeable sources within the academic, business, non-profit, state and local governments, and privacy-focused communities;
- ensure membership represents to the extent possible, the maximum number of data communities of interest;
- maximize expertise of 15 members by, wherever possible, identifying members who are experts in more than one of the identified fields (i.e. academic and business data communities); and
- base the final selections on the candidates' demonstrated knowledge and achievements as data entrepreneurs, data scientists, data academia, data analytics, data privacy, data dissemination, and data management to achieve a balanced membership across those disciplines.

(b) Distribution of Candidates: The C-DAC's membership shall be representative of experts in fields related to data collection, analysis, dissemination, and privacy protection. The Council's membership shall strive at all times to have equitable representation from the information technology, business, non-profit, state and local governments, and academic communities. Additionally, the core membership of the C-DAC may be supplemented and expanded with expertise to help further efforts at achieving delivery of Commerce data such as experts in data manipulation, mapping tools, and user interface. All efforts will be made to select members who are representative of more than one of these categories – such as information technology and business or privacy and dissemination. When it becomes necessary to identify new members of the Council, an evaluation will be made of the current makeup of the Council's expertise, as well as emerging needs and research, and new members will be identified based on the expertise they will bring to the C-DAC's deliberations.

(c) Special Government Employees: As official advisors who support the effective functioning of the Federal Government in a limited-service capacity, C-DAC members will be considered "special government employees" (SGEs) and, therefore, will be subject to the ethical standards applicable to SGEs. Since Council members will not have access to classified information, no security clearances are required.

5. **Other Balance Factors:** The primary focus areas for the C-DAC are information technology and data dissemination. Additional factors we will consider in the selection of Council members includes candidates with proven experience in overseeing industry and public-sector open data implementation efforts, developing open data solutions and tools, performing big data analytics on private- and public-sector data sets, and providing value-added services on public data sets. Consideration will also include, successful executive-

level business leaders, including chief data and chief technology officers, entrepreneurs, technology innovators, and other experts drawn from industry, with a demonstrated record of research or support of data dissemination, collection, analysis, and privacy protection. Every attempt will be made and consideration given to ensure business representation based on a broad geographic spread (based on location of largest set of employees vice incorporation state), large and small business (using 100 employees as the threshold), new and established business (using three years as the benchmark), and types of data discipline (user, collector, packager). Consideration will be given to ensure representatives from academia and state and local government do not duplicate place of origin (university/school for academia and state and city for government). Likewise representatives from nonprofit community will come from differing major public policy organizations. We will evaluate nominees consistent with factors specified and their ability to carry out the goals of the Council.

6. **Candidate Identification Process**

- (a) **Describe the Process:** A thorough review of experts is undertaken, and recommendations are sought by the Secretary from the relevant organizations within the Department and among the Secretary's executive staff, current or former Council members, and other experts in the fields of dissemination, collection, analysis, and privacy protection. Commerce will identify candidates from within the business, academic, research, government, and nonprofit organizations and perform an evaluation of each candidate and their ability to meet the criteria for membership. The Secretary will then make a selection and contact the new candidate for their interest and availability. Based on their acceptance, the Designated Federal Officer (DFO) will then send formal letters of invitation to serve on the Council. Finally, the Secretary will issue appointing letters to each member.
- (b) **Identify Agency Staff:** The Secretary will make final determinations, with input from the Under Secretary for Economic Affairs, the Chief Data Officer, and other appropriate staff members including the Director, Office of Policy and Strategic Planning.
- (c) **C-DAC Vacancies:** When vacancies occur, replacements will be identified who can best either replicate the expertise of the departing member or to provide the C-DAC with a new, identified needed area of expertise. The Under Secretary for Economic Affairs will strive to submit a new member for Secretarial approval no later than six months prior to an expected vacancy or within six months in the case of an unexpected vacancy.
- (d) **Membership Term Limit:** Committee members serve for terms of two years and may be reappointed to any number of additional terms. Initial appointments may be for 12-, 18- and 24-month increments to provide staggered terms.

- 7. **Subcommittee Balance:** The Secretary may establish such subcommittees of the members as may be necessary, subject to the provisions of FACA, the FACA implementing regulations, and applicable Department of Commerce guidance. Subcommittees must report back to the committee and do not provide advice or work products directly to the Secretary.

The process for determining membership balance of subcommittees is the same as the process for the parent Committee.

8. **Other:** All appointments are made without discrimination of any kind.

9. **Date Prepared:** 10/1/2014